

VM120-9: Foundations of Visual and Media Arts Production (4 cr.)

Emerson College – Syllabus: Fall 2006 (revised 9/28/06)

Class sessions: Wednesdays 6:00pm – 9:30pm

Rooms: T503 / T703

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Office Hours: Room: 180 Tremont #1119C, Wednesdays 5pm–6pm, or by appointment

Course Description:

This course is designed to introduce students to the basic concepts and practices involved in digital media production, from still photography to web-design to digital video. Students will explore the aesthetics of composition, editing, sound, lighting and narrative and gain a basic competency in Photoshop, Dreamweaver, Final Cut Pro, Soundtrack and DVD Studio Pro.

Expectations:

You will be required to complete all assignments on time. Assignments will come in several forms. You will be given several in-class assignments designed to increase your familiarity with the tools, as well as 3 major assignments that will be completed outside of class time. Be sure to bring blank CD's, DVD's, or a FireWire drive to every class, and make regular backups of your work.

Grading is based on the following:

Attendance: Class attendance is absolutely required. Three absences will result in automatic failure. Punctuality counts. If you are over 10 min. late, you will be marked late. Two lates equals an absence.

30 points. In-class lab Assignments: Each class session will have a lab objective that students are required to complete before the end of class. Details will be given the day of each class on the specific assignment for that day.

20 points. Participation: Active participation in all critiques and class discussions is expected. This includes completion of all the reading assignments.

50 points. Production & Quality: Three major assignments will be described in detail in a project sheet. Each of these will include a critique session and/or screening. Attendance on these days is also part of the assignment. Successful and timely completion of all in class and take home assignments is expected. After each assignment you will also receive a grade sheet describing your performance on the following criteria:

- **Content/Meaning:**
Do you effectively convey your message to your audience? Is it accessible? Does it make sense to them? What is the purpose of any ambiguities you may employ?
- **Style:**
Does your project consciously and intelligently engage with the material on a stylistic level?
Does your chosen style reflect or expand upon your chosen theme/subject matter?
- **Technical Quality:**
Does your project meet basic professional technical standards? Are your images clear, in focus? Is your sound properly recorded and mixed? To what degree do any technical inadequacies detract from your project's effectiveness?

Required Supplies:

Firewire drive: I recommend one of these drives as they are reliable at a reasonable cost, however feel free to shop around if you want something physically smaller and/or with greater capacity. The 160GB Firewire400/USB2.0 is pretty good for \$137.99

<http://eshop.macsales.com/shop/firewire/usb/eliteclassic>

Blank CD's & DVD's: Be sure to have enough of each for the course. Be sure that you specifically get CD-R's and DVD-R's. It might make sense to split an order with another student. Check out these sites as a starting point:

<http://www.allmediaoutlet.com>

<http://www.tapeandmedia.com/>

<http://www.supermediastore.com/prodisc-dvd-r-media.html>

Domain Registration & Web Hosting: You will need to register your individual "web name", also known as a domain name. There are many companies that do this, and some are unreputable or expensive. I recommend this site, just be sure to activate your "who-is guard".

<http://www.namecheap.com>

Web hosting companies are a dime a dozen, and their offers change all the time. Again, go with someone who has a good reputation. Do your research, but in the meantime, here are two that I recommend.

<http://www.site5.com>

<http://www.hostgator.com>

Suggested but not Required Textbooks:

Making Media: Foundations of Sound and Image by Jan Roberts-Breslin
Publisher: Focal Press ISBN: 024080502X

Final Cut Pro 5 for Mac OS X: Visual QuickPro Guide by Lisa Brenneis
Publisher: Peachpit Press ISBN: 0321350251

Adobe Photoshop CS2 One-On-One by Deke McClelland
Publisher: O'Reilly Media ISBN: 0596100965

These books can be found in the school bookstore, or you can order them online at:

<http://www.amazon.com>

Disability Statement:

If you believe you have a disability that my warrant accommodations in this class, I urge you to register with the disability Services Coordinator, Dr. Anthony Bashir at 216 Tremont Street, 5th Floor, (617.824.8415) so that, together, you can work to develop methods of addressing needed accommodations in this class.

Plagiarism Statement:

It is the responsibility of all Emerson students to know and adhere to the College's policy on plagiarism. If you have any questions concerning the Emerson plagiarism policy or about documentation of sources in work you produce in this course, you should speak to your instructor.

*Please Note: The following schedule is subject to change at my discretion. If you miss a class, it is your responsibility to find out from your classmates what, if any, changes to the schedule have been made. Unless you receive an exemption from me, you will be responsible upon returning to class for both the current weeks assignments, as well as the assignments for the week you missed.

Week 1: September 13th – Meet in T503

Introductions and logistics. Digital vs. Analog. Computer Fundamentals, Internet Fundamentals

Lab Activity: Intro to HTML, site structure

Assignments: Domain Name & Hosting, Home (index) page, Bio page, Projects page,
Assignment #1 Website (**Due 10/11**)

Week 2: September 20th – Meet in T703

Text Formatting/Layout, Creating Links, Importing Images

Lab Activity: Intro to Dreamweaver, site structure

Assignments: Continue working on website

Week 3: September 27th – Meet in T503

EDC tour, Intro to Digital Camera. Lenses, Pixels & Image size. Framing & Composition

Lab Activity: Intro to Photoshop, Importing images, Layers/Filters, Intro to ImageReady, Animated GIF's

Assignments: Continue working on website

Week 4: October 4th – Meet in T703

Photoshop selections. Resizing images for different targets. Combining ImageReady and Dreamweaver

Lab Activity: ImageReady Exporting, Dreamweaver Assembly

Assignments: Continue working on website

Week 5: October 11th – Meet in T503

* **Group critique of Assignment #1 Website.** Sound Fundamentals, Recording Sound. Sound design.

Lab Activity: Intro to Soundtrack, Importing Audio, Importing and Mixing Soundtracks

Assignments: Gather images and sound for Assignment #2 Stills/Audio (**Due 11/8**)

Week 6: October 18th – Meet in T503

Editing Aesthetics. Storyboarding.

Lab Activity: Intro to Final Cut Pro, File Management, Importing Images, Timeline, Exporting Final Cut

Assignments: Continue working on website

Week 7: October 25th – Meet in T503

Theme vs. Narrative. History and Technology of the Video camera. Basic Functions.

Lab Activity: Intro to the Video Camera, Capturing Video, Importing Video

Assignments: Continue working on Assignment #2, bring any questions to the next class

Week 8: November 1st – Meet in T503

Lighting Aesthetics. Low Key vs. High Key. Three Point Lighting.

Lab Activity: Working with Lights, Safety Tips, answer questions for completing the project

Assignments: Continue working on Assignment #2

Week 9: November 8th – Meet in T503

*** Group critique of Assignment #2 Stills/Audio**

Three Act Structure, Linear vs. Non-Linear Narrative.

Lab Activity: Basic Compositing, Filters, Color Correction

Assignments: Begin working on Assignment #3 Short Video (**Due 12/13**)

Week 10: November 15th – Meet in T503

Genre Fiction. Documentary Formats.

Lab Activity: Uploading websites from Dreamweaver

Assignments: Continue working on Assignment #3 Short Video

Week 11: November 22nd – NO CLASS (Thanksgiving Break)

Week 12: November 29th – Meet in T703

Video on the Web.

Lab Activity: Compression in Final Cut Pro

Assignments: Continue working on Assignment #3 Short Video. Bring questions to the next class.

Week 13: December 6th – Meet in T703

Outputting for DVD. Menu Design. Burning.

Lab Activity: Intro to DVD Studio, Polish your final video and website

Assignments: Finish working on Assignment #3 Short Video

Week 14: December 13th – Meet in T503

*** Group critique of Assignment #3 Short Video: Final Screening I**

Week 15: December 18th (Monday, 8pm-9:45pm) – Meet in T503

*** Group critique of Assignment #3 Short Video: Final Screening II**